

**GENERAL SERVICES ADMINISTRATION
Federal Acquisition Service
Authorized Federal Acquisition Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: <http://gsaadvantage.gov/>

Schedule Title: Advertising and Integrated Marketing Solutions.

Standard Industrial Group: 541

Service Code: R466

Contract number: GS-07F-0011W

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.gsa.gov>

Contract period: October 1, 2009 and end date is September 30, 2019.

Contract current through Mod PO-0006, effective 8-4-14

Market Connections, Inc
14555 Avion Parkway
Suite #125
Chantilly, VA 20151

(703) 378-2025
(703) 378-2318 Fax

<http://marketconnectionsinc.com>

Business size: Small, Women-Owned.

(ii) CUSTOMER INFORMATION:

1a. Table of awarded special item number with appropriate cross-reference to item descriptions and awarded prices (pricing table is on page 9):

Number	SIN	Labor Title	Page
1	541-4A	Senior Officer	2
2	541-4A	Officer/Vice President	3
3	541-4A	Research Project Director	3
4	541-4A	Research Project Manager	3
5	541-4A	Senior Research Analyst	4
6	541-4A	Research Analyst - Level II	4
7	541-4A	Research Analyst - Level I	4
8	541-4A	Research Associate	5
9	541-4A	Senior Focus Group Moderator	5
10	541-4A	Focus Group Moderator	5
11	541-4A	Administrative Support Staff	5
12	541-4A	Statistician	6
13	541-4A	Senior Research Consultant/Subject Matter Expert	6
14	541-4A	CATI Interviewer	6
15	541-4A	Editor/Proofreader	7
16	541-4A	Transcriber	7

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

SIN	Labor Category	GSA Rate	Page
541-4A	CATI Interviewer	\$41.59	6

1c. Description of all corresponding commercial job titles, experience, functional responsibility and education:

1. Labor Title: Senior Officer

Minimum Experience: 20 years managing complex research projects.

Functional Responsibility: Provides technical and managerial over site on major projects, manage senior staff, responsible for quality control. Responsible for developing and implementing high-level strategies and for managing the overall operations and resources. Requires extensive industry and client knowledge.

Minimum Education: Master's Degree.

2. Labor Title: Officer/Vice President

Minimum Experience: 15 or more years managing complex research projects.

Functional Responsibility: Ensures successful management of operations and execution of strategic objectives. Provides technical and managerial oversight on major projects. Responsible for staff assignments assuring adequate resources, and oversight of quality work across a broad range of projects.

Minimum Education: Master's Degree.

3. Labor Title: Research Project Director

Minimum Experience: 10 years managing research projects.

Functional Responsibility: Responsible for staffing, management, and supervision of a project team with up to four members. Oversees all phases and outcomes involved in a project, including development of project goals and objectives, approval of research strategies, and project budget management. Leads client meetings, finalizes client reports, and creates and delivers client presentations and findings. Actively identifies and develops new opportunities with existing client accounts.

Minimum Education: Master's Degree or a Bachelor's Degree with an additional five or more years' experience managing survey research projects.

4. Labor Title: Research Project Manager

Minimum Experience: 8 years managing research projects.

Functional Responsibility: Oversees several phases and outcomes involved in a project, including development of project goals and objectives, approval of research strategies, and project budget management. Attends client meetings, reviews client reports, and assists with the creation and/or delivery of client presentations and findings.

Minimum Education: Master's Degree or a Bachelor's Degree with an additional five or more years' experience managing survey research projects.

5. Labor Title: Senior Research Analyst

Minimum Experience: 5 years managing research projects.

Functional Responsibility: Serves as the senior member of a research team working on projects performing data analysis, and final or near final questionnaires and moderator guides, creates reports including findings, summary and client specific recommendations and conclusions. Has frequent client interaction. May serve as the main project contact.

Minimum Education: Master's Degree or a Bachelor's Degree with an additional two or more years' experience managing research projects.

6. Labor Title: Research Analyst – Level II

Minimum Experience: 3 years conducting research projects or project tasks under the direction of senior colleagues.

Functional Responsibility: As a member of a research team and with minimal supervision as directed by team leader or other senior members of the team, creates drafts of questionnaires and moderator guides, performs data analysis, and creates client reports. Has limited client interaction.

Minimum Education: Master's Degree or a Bachelor's Degree with an additional two or more years' experience conducting research projects or project tasks under the direction of senior colleagues.

7. Labor Title: Research Analyst – Level I

Minimum Experience: 2 years conducting research projects or project tasks under the direction of senior colleagues.

Functional Responsibility: As a member of a research team and with minimal supervision as directed by team leader or other senior members of the team, creates drafts of questionnaires and moderator guides, performs data analysis, and creates client reports. Has little client interaction.

Minimum Education: Master's Degree or a Bachelor's Degree with an additional two or more years' experience conducting research projects or project tasks under the direction of senior colleagues.

8. Labor Title: Research Associate

Minimum Experience: 0 – 6 months.

Functional Responsibility: Provides skills similar to the Research Analyst Level I but less often in non-supervised role. May provide editorial or graphics support.

Minimum Education: Masters or a Bachelor's Degree with an additional two or more years' experience conducting research projects or project tasks under the direction of senior colleagues.

9. Labor Title: Senior Focus Group Moderator

Minimum Experience: 10 years conducting focus groups and other qualitative interviews.

Functional Responsibility: Guide and facilitate focus groups and other consumer interactions for a variety of clients in a variety of industry sectors. Directs the design of qualitative projects and develops new techniques that meet client needs. A well-rounded researcher with the ability to effectively interpret and explain consumer insights to clients.

Minimum Education: Bachelor's Degree with minimum of 40 hours, formal, in-class instruction on focus group moderating.

10. Labor Title: Focus Group Moderator

Minimum Experience: 5 years conducting focus groups and other qualitative interviews.

Functional Responsibility: Guide and facilitate focus groups and other consumer interactions for a variety of clients in a variety of industry sectors. Assists in the design of qualitative projects.

Minimum Education: Bachelor's Degree.

11. Labor Title: Administrative Support Staff

Minimum Experience: 5 years.

Functional Responsibility: Provides administrative and clerical support for clients and staff. Also works with project teams to coordinate production of large projects for a variety of tasks. Duties include word processing, research, proofreading, editing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings. May also be involved in survey operations and in supervising and conducting data preparation and editing.

Minimum Education: High School Diploma.

12. Labor Title: Statistician

Minimum Experience: 5 years designing survey samples and analyzing survey data.

Functional Responsibility: Carries out activities such as providing professional statistical support to research studies to include data collection, assistance in the establishment of data collection instruments and protocol, data analysis/manipulation and management, computer systems/applications programming and analysis, and reporting. Requires specific technical knowledge of sample design, weighting, error estimation and data analysis techniques using SPSS or other statistical analysis software.

Minimum Education: Master's Degree.

13. Labor Title: Senior Research Consultant/Subject Matter Expert

Minimum Experience: 15 years.

Functional Responsibility: Carries out activities such as: (1) Manage and provide quality assurance for complex research methodologies and analysis; (2) Provide expertise and guidance to key operating personnel and counterparts based on a comprehensive knowledge of research techniques; (3) Provide technical consultation and guidance as needed in subject matter area.

Minimum Education: PhD.

14. Labor Title: CATI Interviewer

Minimum Experience: 2 years.

Functional Responsibility: For the purpose of collecting data for professional research studies, fluently conducts telephone interviews in assigned language by verbatim reading and speaking of prepared survey text to respondents and recording survey responses into computer system. Requires specific skill at reaching and speaking to high level individuals within public sector markets in a professional manner.

Minimum Education: High School Diploma.

15. Labor Title: Editor/Proofreader

Minimum Experience: 2 years.

Functional Responsibility: Using case-appropriate stylebooks to ensure that materials meet technical, formatting, and other standards as required by the project, works with authors to present written materials and copy in accurate, succinct form, while meeting the style, format and other requirements inherent to the project.

Minimum Education: Bachelor's degree.

16. Labor Title: Transcriber

Minimum Experience: 2 years.

Functional Responsibility: Types recorded or live verbal sessions to transcribe verbatim to written text.

Minimum Education: Bachelor's degree.

2. **Maximum order:** \$1,000,000.

3. **Minimum order:** \$100.

4. **Geographic coverage:** Domestic and overseas delivery.

5. **Points of production:** Chantilly, Fairfax County, Virginia.

6. **Discount from list prices or statement of net price.**

7. **Quantity discounts:** Additional 1% discount for single orders to one location exceeding \$200,000.

8. **Prompt payment terms:** ½% Net 20.

9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold:** Acceptable.

9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** Acceptable.

10. **Foreign items:** None.

11a. **Time of delivery:** As specified on task order.

11b. **Expedited Delivery.** As specified on task order.

11c. **Overnight and 2-day delivery:** Contact Market Connections, Inc for possible earlier completion.

11d. **Urgent Requirements:** Contact Market Connections, Inc for possible earlier completion.

12. **F.O.B. point:** Destination.

13a. **Ordering address:**

Market Connections, Inc
14555 Avion Parkway
Suite #125
Chantilly, VA 20151

13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. **Payment address:**

Market Connections, Inc
14555 Avion Parkway
Suite #125
Chantilly, VA 20151

15. **Warranty provision:** Workmanlike manner.

16. **Export packing charges:** Not applicable.

17. **Terms and conditions of Government purchase card acceptance:** None.

18. **Terms and conditions of rental, maintenance, and repair:** Not applicable.

19. **Terms and conditions of installation:** Not applicable.

20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not applicable.

20a. **Terms and conditions for any other services:** Not applicable.

21. **List of service and distribution points:** Not applicable.

22. **List of participating dealers:** Not applicable.

23. **Preventive maintenance:** Not applicable.

24a. **Special attributes such as environmental attributes:** Not applicable.

24b. **Section 508 compliance information:** Not applicable.

25. **Data Universal Number System (DUNS) number:** 962463204

26. **Notification regarding registration in the System for Award Management (SAM) database:** Yes. CAGE code is 3S2F7.

SIN	Labor Title	10/1/2013	10/1/2014	10/1/2015	10/1/2016	10/1/2017	10/1/2018
		to	to	to	to	to	to
		9/30/2014	9/30/2015	9/30/2016	9/30/2017	9/30/2018	9/30/2019
541-4A	Senior Officer	\$486.14	\$495.38	\$504.79	\$514.38	\$524.15	\$534.11
541-4A	Officer/Vice President	\$409.37	\$417.15	\$425.07	\$433.15	\$441.38	\$449.77
541-4A	Research Project Director	\$307.04	\$312.87	\$318.82	\$324.88	\$331.05	\$337.34
541-4A	Research Project Manager	\$204.69	\$208.58	\$212.54	\$216.58	\$220.70	\$224.89
541-4A	Senior Research Analyst	\$153.52	\$156.44	\$159.41	\$162.44	\$165.52	\$168.66
541-4A	Research Analyst - Level II	\$122.81	\$125.14	\$127.52	\$129.94	\$132.41	\$134.93
541-4A	Research Analyst - Level I	\$92.11	\$93.86	\$95.64	\$97.46	\$99.31	\$101.20
541-4A	Research Associate	\$76.75	\$78.21	\$79.69	\$81.21	\$82.75	\$84.32
541-4A	Senior Focus Group Moderator	\$307.04	\$312.87	\$318.82	\$324.88	\$331.05	\$337.34
541-4A	Focus Group Moderator	\$204.69	\$208.58	\$212.54	\$216.58	\$220.70	\$224.89
541-4A	Administrative Support Staff	\$92.11	\$93.86	\$95.64	\$97.46	\$99.31	\$101.20
541-4A	Statistician	\$153.52	\$156.44	\$159.41	\$162.44	\$165.52	\$168.66
541-4A	Senior Research Consultant/Subject Matter Expert	\$460.54	\$469.29	\$478.21	\$487.29	\$496.55	\$505.98
541-4A	CATI Interviewer	\$44.01	\$44.85	\$45.70	\$46.57	\$47.45	\$48.35
541-4A	Editor/Proofreader	\$81.87	\$83.43	\$85.01	\$86.63	\$88.27	\$89.95
541-4A	Transcriber	\$117.69	\$119.93	\$122.20	\$124.53	\$126.89	\$129.30